ManpowerGroup Solutions

# Candidate Technology Preferences

In an era of growing talent shortages, understanding who candidates are, how to attract them and what drives their decision-making is essential to building and sustaining a successful recruiting and retention strategy.

Peru Insights

Early HR Technology Adopters are unique candidates who have used at least three or more technologies in their job search during the past six months. They tend to be young, urban, highly mobile and students, evenly divided between males and females.

Gen Z **18-21**
Millennials **22-34**

17%
39%

86% of candidates are willing to relocate
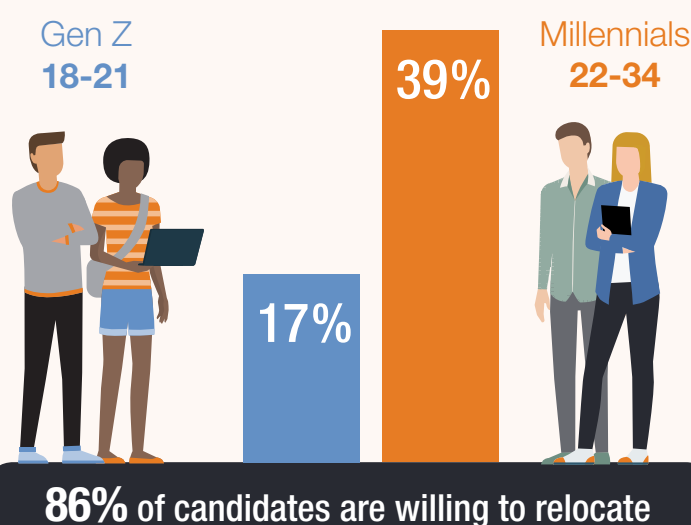
Candidates' Use of HR Technology: Usage varies significantly by market.

Advertisement on social media networks
41%
Global: 31%

Smartphone app
18%
Global: 17%

Virtual job fair
15%
Global: 11%

Chat on employer website
14%
Global: 11%

Text messaging to or from company
8%
Global: 11%

Video interview
7%
Global: 9%

Game or skills challenge test from employer
4%
Global: 7%

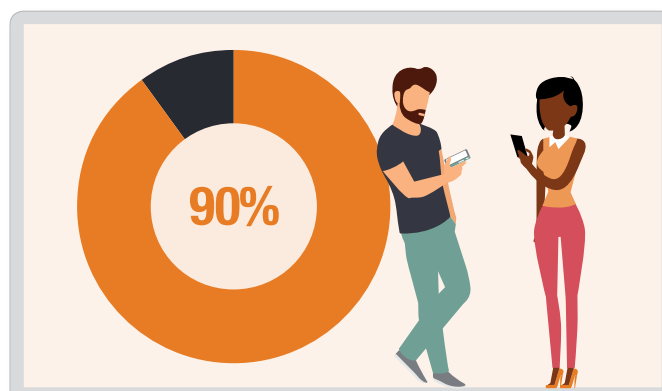Voice search using a virtual assistant
2%
Global: 5%

Social Media Ads are Top Choice for Candidates

41%
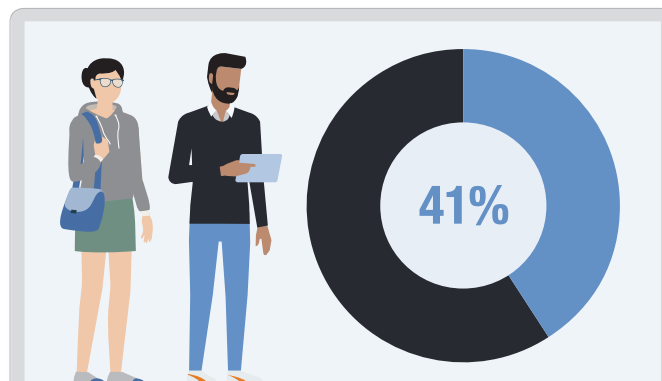
41% of candidates have clicked on a job-related social media ad

Like   Comment   Share
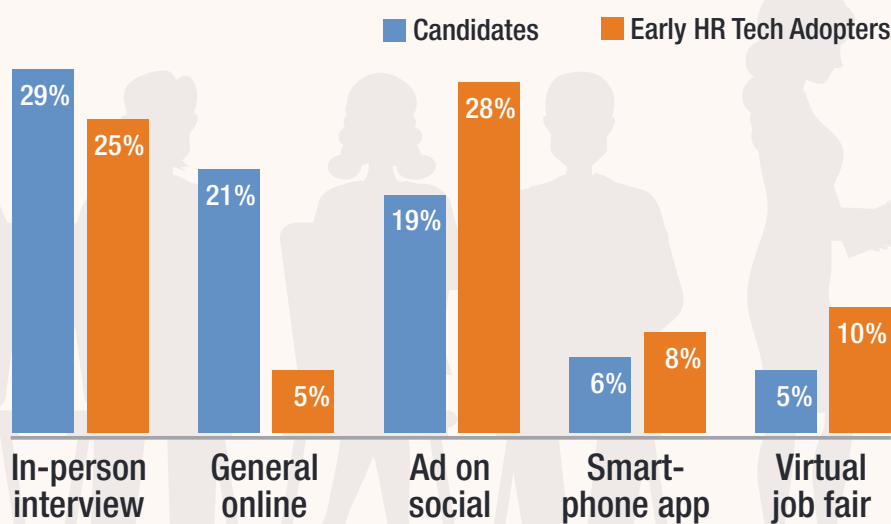
90%

90% of Early HR Tech Adopters click on social media ads

Like   Comment   Share

Candidates still place high importance on human interaction

and in-person interviews. But attracting and retaining the right talent should not be a battle between human and robot.

■ Candidates   ■ Early HR Tech Adopters

	In-person interview	General online search	Ad on social media	Smart-phone app	Virtual job fair
Candidates	29%	21%	19%	6%	5%
Early HR Tech Adopters	25%	5%	28%	8%	10%

5 Steps to Selecting and Implementing HR Technology

1 Define the problem
Once the talent problem is defined, technologies can be evaluated for their effectiveness and cost efficiency.

2 Know your audience
Match the right technology to the candidates you need.

3 Diversify channels
Often the best technology strategy is to employ a range of tools and solutions.

4 Turn quantity into quality
Artificial Intelligence (AI), machine learning, and predictive analytics can help identify qualified candidates and ensure workplace success.

5 Incorporate human interaction
Technology is the conduit, but delivering a personalized and tailored message is still key.

Learn more about how your organization can incorporate candidate preferences into your talent strategy
manpowergroupsolutions.com/candidatepreferences